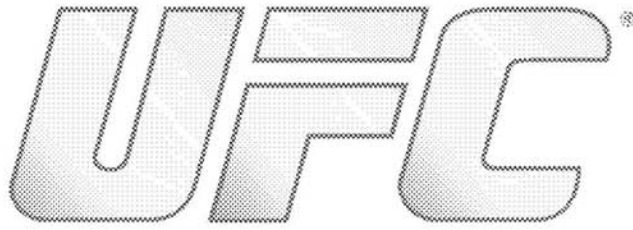


Exhibit 88

ZUF-00162329 (excerpted)

Strictly private and confidential



Zuffa, LLC d/b/a Ultimate Fighting[®] Championship[®]

Confidential Information Memorandum

\$100,000,000 Incremental Term Loan

October 2009



A Passion to Perform.



FILED UNDER SEAL

Contains Highly Confidential Business Information

Exempt From Disclosure Under 15 U.S.C. § 57b-2 and 16 C.F.R. §§ 4.10-11

ZUF-00162329



Key investment considerations

Highlight	Rationale
Established brand name	<ul style="list-style-type: none"> ■ UFC is the original promoter / producer of MMA sporting events ■ World's most profitable and widely recognized MMA franchise ■ #1 closed circuit provider in history of combat sports ■ #1 worldwide pay-per-view event provider since 2006 ■ Complete brand control enables unique monetization opportunities
High barriers to entry	<ul style="list-style-type: none"> ■ 16 year history provides first mover advantage and an unparalleled content library ■ Difficult to replicate domestic distribution model ■ Vast majority of top fighters under multi-fight exclusive contracts ■ UFC platform offers fighters superior opportunities to monetize their potential in sponsorship and licensing royalties
Proven and experienced management team	<ul style="list-style-type: none"> ■ Fertitta brothers have strong relationships in the entertainment industry with proven track record for developing growth businesses ■ 14 year Executive Director of the Nevada State Athletic Commission (Marc Ratner) acts as liaison with regulatory bodies throughout the world ■ Principals experienced in operating in a highly regulated environment
Widespread jurisdictional expansion	<ul style="list-style-type: none"> ■ Regulated in 40 states, significant progress being made for major U.S. markets of New York and Massachusetts, and in Ontario, Canada ■ Strong relationships with athletic commissions ■ Standards above and beyond athletic commission requirements further protect fighters
Multi-platform, international growth opportunities	<ul style="list-style-type: none"> ■ Worldwide distribution outside North America has massive growth potential, currently at only 285 million homes ■ Entered into a distribution agreement with Inner Mongolia television in June 2009, marking the first time in history that UFC will be seen on TV in China ■ Entered into multi-faceted content agreement with Grupo Televisa to showcase UFC events in Mexico beginning in July 2009 ■ Recently launched live and taped programming on ESPN U.K.
Premium content provider to highly coveted M18-34 demographic	<ul style="list-style-type: none"> ■ Television ratings consistently exceed NBA, MLB and NHL among coveted M18-34 demographic ■ Multi-program television contract with Spike TV through 2011 ■ Over 50 hours of programming per month on average on Spike TV in 2010 including two seasons per year of <i>The Ultimate Fighter</i> reality TV series ■ Season 10 of <i>The Ultimate Fighter</i> is currently top rated show on cable for M18-34

